



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 194515

Schedule Dates 08/25/12-08/30/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Political-Political (1088)
Salesperson Est 1671 OFA Add to Sked A 8/25-8/30 (71193)
Sales Office Petro, Susan (1110)
Buyer Name WJLA - Core Team
Phone/Fax Nagelberg, Dan
CPE /
Account Types OFA/Add to Sked A /1671 8/25-8/30
Billing Type Local/Political Candidate Agency
Comments Calendar

Date Entered 08/24/12
Last Modified 08/28/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,695.00
Net Total \$43,605.00
Sales Tax

WJLA Arlington (WJLA)		
By Calendar Month	Spots	Rate
Aug. 2012	30	\$51,300.00
Grand Total:	30	\$51,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/25/12-08/25/12	4	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							1		1	\$500.00		WJLA Arlington (WJLA)		8/24/12
1.0.1	Closed Preempt	08/25/12															WJLA Arlington (WJLA)	Spots/Spot -	
2.0	Normal Line / SPOT	08/29/12-08/29/12	4	:30	11P- NEWS-ABC 7 NEWS @ 11P			1						1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		8/24/12
3.0	Normal Line / SPOT	08/27/12-08/27/12	4	:30	10-01P- ABC-CASTLE		1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/24/12
4.0	Normal Line / SPOT	08/25/12-08/25/12	4	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/24/12
5.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/24/12
6.0	Normal Line / SPOT	08/26/12-08/26/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/24/12
7.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	9A- LIVE!		5	X	X	X	X			5	\$600.00	\$3,000.00	WJLA Arlington (WJLA)		8/24/12
8.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA		5	X	X	X	X			5	\$1,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/24/12
9.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		5	X	X	X	X			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		8/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Accepted-Station: _____ Date: _____

Comments: _____



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 194515
Schedule Dates 08/25/12-08/30/12
Advertiser Obama for America/D (9323)
Agency/T-Code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political-Political (1088)
Brand Est 1671 OFA Add to Sked A 8/25-8/30 (71193)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/Add to Sked A /1671 8/25-8/30
Account Types Local/Political Candidate Agency
Billing Type Calendar
Comments

Date Entered 08/24/12
Last Modified 08/28/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,695.00
Net Total \$43,605.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Aug. 2012
Grand Total:
Spots 30
Rate \$51,300.00
\$51,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	08/27/12-08/27/12	4	:30	11P-NEWS-ABC 7 NEWS @ 11P	1								1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		8/24/12
11.0	Normal Line / SPOT	08/27/12-08/29/12	4	:30	6:58P- WHEEL OF FORTUNE	1	1	1	1					3	\$2,600.00	\$7,800.00	WJLA Arlington (WJLA)		8/24/12
12.0	Normal Line / SPOT	08/27/12-08/29/12	4	:30	7:27P- JEOPARDY	1	1	1	1					3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		8/24/12
13.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	6:57P- 7P (EST)	2	X	X	X	X				1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		8/24/12
13.0.1	Closed Preempt	08/27/12															WJLA Arlington (WJLA)	Program Change/Exception GAME THURS	
14.0	W/G For 13.0.1 / SPOT	08/29/12-08/30/12	4	:30	6:57P- 7P (EST)	1			X	X				1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		8/28/12
15.0	W/G For 13.0.1 / SPOT	08/29/12-08/30/12	4	:30	10A- RACHAEL RAY	1			X	X				1	\$500.00	\$500.00	WJLA Arlington (WJLA)		8/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

New Order

Media: TV	Market: Washington, DC	Vendor: WJLA-TV	Billing To: GMMB
Client: Obama for America	Demo: Adults 35+		1010 Wisconsin Avenue, NW, #800
Product: Candidate Orders	Separation: 30	AE: Susan Petro	Washington, DC 20007
Estimate: 1671	Flight Start: 8/25/12	Phone:	Phone: 202-572-2852
Description: OFA Add to Sked A 8/25-8/30	Flight End: 8/30/12	Fax:	Fax: 202-338-2334
Version: 1	Survey:		

Comments:

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/25	Total Spots	Adults 35+ RTG	CPP
1	MTuWThF 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00	C 30	5	5		
2	MTuWThF 7:00A-9:00A (GMA 7A-9A)	EM	\$1,000.00	C 30	5	5		
3	Sa 7:00A-8:00A (GMA 7A-8A)	EM	\$500.00	C 30	1	1		
4	Su 8:00A-9:00A (GMA)	EM	\$500.00	C 30	1	1		
5	MTuWThF 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00	C 30	5	5		
6	MTuWThF 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$3,500.00	C 30	2	2		
7	Sa 6:30P-7:00P (ABC 7 WORLD NEWS)	EN	\$500.00	C 30	1	1		
8	Su 6:00P-6:30P (WORLD NEWS)	EN	\$1,000.00	C 30	1	1		
9	MTuWThF 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$2,800.00	C 30	2	2		
10	MTuWThF 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$2,600.00	C 30	3	3		
11	MTuWThF 7:30P-8:00P (JEOPARDY)	PA	\$2,800.00	C 30	3	3		
12	M 10:00P-11:00P (GLASS HOUSE)	PT	\$4,000.00	C 30	1	1		
Total Spots:				30				
Total GRP/GIMP(000):				0.0				
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots					
8/2012	\$51,300.00 - 30	\$0.00 - 0	\$51,300.00 - 30					
Total Gross Cost:				\$51,300.00	Total Gross CPP: \$0.00			
Total Net Cost:				\$43,605.00	Total Net CPP: \$0.00			